



Oct. 12, 2021

**** Ratings Report for ABC News' "Good Morning America"**

For the week of Oct. 4, 2021

'Good Morning America' Is the No. 1 Morning Show for the Week of Oct. 4

Season to Date, 'GMA' Is No. 1 in Total Viewers for the 10th Year in a Row

"Good Morning America" stood as the No. 1 morning newscast in Total Viewers (3.255 million) for the week of Oct. 4, 2021, based on Live + Same Day Data from Nielsen Media Research. "GMA" outdelivered "Today" (3.115 million) by 140,000.

Season to date, "GMA" (3.296 million) is ranking as No. 1 morning newscast in Total Viewers for the 10th year in a row, leading NBC's "Today" (3.177 million) by 119,000.

During the week, "GMA" (3.255 million, 801,000 and 537,000, respectively) beat "CBS Mornings" (2.491 million, 527,000 and 386,000, respectively) in Total Viewers (+764,000), Adults 25-54 (+274,000) and Adults 18-49 (+151,000).

MORNING NEWS (Week of Oct. 4, 2021):

| | <u>TOTAL VIEWERS</u> | <u>ADULTS 25-54</u> | <u>ADULTS 18-49</u> | <u>HOUSEHOLDS</u> |
|----------------------|----------------------|---------------------|---------------------|-------------------|
| GOOD MORNING AMERICA | 3,255,000 | 0.7/11; 801,000 | 0.4/10; 537,000 | 2.3/13 |
| TODAY | 3,115,000 | 0.7/12; 881,000 | 0.5/12; 660,000 | 2.2/12 |
| CBS MORNINGS | 2,491,000 | 0.4/ 7; 527,000 | 0.3/ 7; 386,000 | 1.7/10 |

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 10/4/21), Previous Week (w/o 9/27/21) and Year-Ago Week (w/o 10/5/20). Most Current: 2021 -2022 Season (9/20 – 10/10/21 and 2020 -2021 Season (9/21 – 10/11/20). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

Emmy® Award-winning "GMA," featuring the anchor team of Robin Roberts, George Stephanopoulos, Michael Strahan and chief meteorologist Ginger Zee, airs live Monday–Friday (7:00-9:00 a.m. EDT) on ABC. Simone Swink is the executive producer.

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